



Domino's Pizza® Teams Up with the National Fire Protection Association to Deliver Fire Safety Messages

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Domino's and NFPA celebrate five years of fire safety success

ANN ARBOR, Mich., Oct. 1, 2012 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is teaming up with the National Fire Protection Association (NFPA) and Sparky the Fire Dog® for the fifth consecutive year to deliver fire safety messages to homes across the nation.

During Fire Prevention Week, Oct. 7-13, participating markets in the U.S. will be delivering important fire safety messages on top of pizza boxes featuring Sparky the Fire Dog. The messages support the theme for the Fire Prevention Week campaign: "Have Two Ways Out!"

In addition, customers who order from participating Domino's Pizza stores throughout the U.S. in October may be surprised when their delivery arrives aboard a fire engine. If all the smoke alarms in the home are working, the pizza is free. If a smoke alarm is not working, the firefighters will replace the batteries or install a fully functioning fire safety device in the home.

"Domino's delivers one million pizzas a day worldwide, so we reach a lot of people in their homes, where fire safety begins," said Chris Brandon, Domino's Pizza spokesperson. "Through our partnership with the NFPA, we are able to use our network of delivery experts to deliver important fire safety messages and to help make homes across the country a little safer. We're thrilled to have achieved so much with NFPA over the last five years, and look forward to many more years of success."

"More than 90 percent of structure fire deaths are attributed to home fires and we appreciate Domino's efforts to get NFPA's safety tips delivered to people in their homes on top of pizza boxes," said Lorraine Carli, NFPA vice president of communications. "By following a few safety tips, like having a home fire escape plan which includes having two ways out, the chances of surviving a fire if one occurs are greatly improved."

Escape Planning Safety Tips from Domino's and NFPA

- Visit each room in your home and plan two ways out. One way out will be a door and the second way could be another door or a window.
- All windows and doors should open easily. You should be able to use them to get outside.
- Pick a meeting place outside in front of your home. This is where everyone will meet once they've escaped.
- Make sure your home has working smoke alarms on every level, inside each bedroom and outside each sleeping area. For the best protection, they should be interconnected so when one sounds, they all sound.
- Learn the emergency number for your fire department.
- Practice your home fire escape drill!
- If the smoke alarm sounds, get outside and stay outside. Call the fire department from outside the home using a cell or neighbor's phone.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." As of the second quarter of 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,924 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$808 million domestically and nearly \$865 million internationally. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of over \$3.4 billion domestically and over \$3.5 billion internationally. In May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year – making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

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About Fire Prevention Week

NFPA has been the official sponsor of Fire Prevention Week since 1922. According to the National Archives and Records Administration's Library Information Center, Fire Prevention Week is the longest running public health and safety observance on record. The President of the United States

has signed a proclamation proclaiming a national observance during that week every year since 1925. Visit www.firepreventionweek.org for more safety information.

About the National Fire Protection Association (NFPA)

NFPA is a worldwide leader in fire, electrical, building, and life safety. The mission of the international nonprofit organization founded in 1896 is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education.

SOURCE Domino's Pizza, Inc.

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